

News Release

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Photography Link Below

Benchmark's Naples Bay Resort Accepted as a Member of Preferred Hotels & Resorts

Naples, Florida, July 2007 ... Benchmark Hospitality International, which operates Naples Bay Resort www.naplesbayresort.com, has announced that the property is accepted into the membership of Preferred Hotels & Resorts, the ultimate luxury collection featuring more than 165 exceptional hotels and resorts in the most desirable locations around the world. A member of the Preferred Hotel Group family of brands, Preferred Hotels & Resorts celebrates the individuality of its properties and honors the preferences of its guests.

“To be accepted into the Preferred group before we are fully open is indeed an honor,” stated Roy Young, Benchmark’s managing director at Naples Bay Resort. “This will greatly enhance Benchmark Hospitality’s ability to position the property as a first-class destination resort.”

“We’re delighted to welcome Naples Bay Resort into Preferred Hotels & Resorts. Designed to deliver an exceptional hospitality experience in one of Florida’s most beautiful settings, we believe this partnership will be a great success,” said John Ueberroth, CEO, Preferred Hotel Group.

All Preferred Hotels & Resorts embrace the award-winning Standards of Excellence™, an extensive 1600-item annual quality assurance program that has been honored with the "Best Practices Champion Award" by Cornell University. This legendary commitment to quality ensures an unparalleled guest experience, from top-tier amenities to superb service.

Preferred Hotels & Resorts guests are eligible to enroll in the I Prefer™ Global Guest Benefit Program, with benefits including complimentary Internet access, early check-in/late check-out, space-available upgrades and more.

Naples Bay Resort

Upon completion in January 2008, Naples Bay Resort will be a Four Star, 193-key destination resort featuring an 85-key hotel with 65 suites and 20 superior rooms and 108 spacious resort cottages (*now open*). Thirty townhomes and flats will round out the residential mix at the resort. The property's contemporary gourmet restaurant & bar, Olio on the Bay, will serve superb cuisine and feature dramatic views of the bay.

Located on prestigious 5th Avenue, Naples Bay Resort provides an exclusive waterfront haven accompanied by Benchmark's renowned hospitality. Upon completion, Naples Bay Resort will provide 3100 square feet of meeting and special event space serviced by Benchmark Hospitality's signature Conference Concierge.

Recreationally, Naples Bay will feature a 97-slip marina, comprehensive fitness facilities with Technogym equipment, The Spa, an aerobics and Pilates studio, the Cliff Drysdale Tennis Center with six lighted Har-Tru courts, and a masterfully designed, foliage-laden resort pool complex with a meandering lazy river pool, lap pool, children's pool, expansive sundeck and poolside cabanas. Championship golf will be available nearby at several well-known golf courses.

Adding to the resort experience will be a retail promenade, located adjacent to the marina. Featured in this space will be boutique specialty retail, entertainment and casual dining opportunities. The resort will offer The Yacht Club and Captain's Lounge, as well as an amenity-rich residents' club, The Club at Naples Bay Resort, with a specially-designed clubhouse and up to 750 members. The two clubs will be private.

For reservations and a complete description of the Preferred Hotels & Resorts collection, visit www.preferredhotels.com. For more information on Naples Bay Resort, contact 239.530.1199 or toll free, 866.605.1199, or visit www.naplesbayresort.com.

Naples Bay Resort is being developed by the partnership of Antaramian Development Group of Naples, Florida, and Ersagrae Corporation of Houston, Texas
www.ersagrae.com.

Benchmark Hospitality International, an independent hospitality management company based in The Woodlands (Houston), Texas, operates resorts, conference centers, hotels and condominium resorts both domestically and internationally. For locations of Benchmark Hospitality properties and for additional information, visit Benchmark's Website at www.benchmarkhospitality.com.

Link to Naples Bay Resort photography:

http://benchmarkhospitality.com/Media_Center/Property_Photos.asp?p_id=35

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